

**LISTING OF THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of self-publishing a customized book by a user, said method comprising:

providing a board book having a plurality of blank pages;

determining creative content for inclusion in said board book, wherein said creative content can be any content, size, color or any combinations thereof;

disposing at the discretion of the user at least a portion of said creative content on an adhesive label, wherein said at least a portion of said creative content disposed on said adhesive label is fully customizable; and

affixing said adhesive label to at least a portion of a page of said plurality of pages of said board book in any format and/or arrangement desired by the user, wherein said steps of obtaining, determining, and affixing are performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book.

2. (Previously presented) The method of claim 1, wherein said creative content is selected from the group consisting of a text file, a graphics file, a video file, a web page, an audio file, the user, and any combinations thereof.

3. (Original) The method of claim 1, further comprising disposing a clear protective covering over said adhesive label affixed to at least a portion of said page, wherein said at least a portion of said creative content disposed on said label is visible through said protective covering.

4. (Original) The method of claim 3, wherein said protective covering matingly conforms at least to said adhesive label.

5. Cancelled.

6. (Previously presented) The method of claim 1, wherein said determining is accomplished using a software module compatible with said creative content obtained for inclusion in the customized book.

7. (Previously presented) The method of claim 1, wherein the customized book has, in total, a plurality of said adhesive labels affixed to a plurality of said pages of said book.

8. (Previously presented) The method of claim 1, wherein the customized book comprises a board book having a plurality of pages of a rigid and durable pressed paper.

9. (Previously presented) The method of claim 1, wherein said book published thereby is a fully personalized and completely customized story.

10. (Previously presented) A system for self-publishing a customized book, said system comprising:

an input device for determining creative content for inclusion in the customized book, wherein said creative content can be any content, size, color or any combinations thereof;

a processor for controlling the disposing of at least a portion of a representation of said creative content on an adhesive label, wherein said at least a portion of said creative content disposed on said adhesive label being fully customizable;

an output device for performing said disposing; and

a board book having a plurality of blank pages for affixing said adhesive label with at least a portion of said creative content disposed thereon to at least a portion of at least one page of said plurality of pages, wherein said determining, said disposing, and said affixing are performed under the direct control of said user so that said board book is customized in creative content and format and/or arrangement to create a story by said user into the customized book.

11. (Original) The system of claim 10, wherein said input device obtains said creative content from the group consisting of a text file, a graphics file, a video file, a web page, an audio file, a user, and any combinations thereof.

12. (Original) The system of claim 10, wherein said input device is selected from a group consisting of a mouse, a memory media reader, a memory storage device, a digital camera, a microphone, an optical scanner, and any combinations thereof.

13. (Previously presented) The system of claim 10, wherein said output device or said user disposes a clear protective covering over said adhesive label affixed to said at least a portion of one page, wherein said at least a portion of said creative content disposed on said adhesive label is visible through said protective covering.

14. (Original) The system of claim 13, wherein said protective covering matingly conforms to at least said adhesive label.

15. (Previously presented) The system of claim 10, wherein said user customizes a layout and/or format, and said adhesive label, according to said user's preferences.

16. (Previously presented) The system of claim 15, wherein said customizing is accomplished with the aid of a software module compatible with said creative content obtained for inclusion in said board book.

17. (Previously presented) The system of claim 10, wherein the customized book published using said system has, in total, a plurality of said adhesive labels affixed to said a plurality of said pages of said book.

18. Cancelled.

19. (Previously presented) The system of claim 10, wherein said board book and said plurality of pages are of a rigid and durable pressed paper.

20. Cancelled.

21. (Previously presented) The method of claim 1, wherein the user is a young child.

22. (Previously presented) The method of claim 21, wherein each page of said plurality said pages has a paper core coated with a film laminate of about 3 mils on each side of said page for a page thickness of about 12 mils to about 18 mils.

23. (Previously presented) The system of claim 10, wherein the user is a young child.